

Sustainable development of national economy

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Published by Science Publishing.

LP22772, 20-22 Wenlock Road
London, United Kingdom
N1 7GU

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First Edition: 2017

A catalogue record for this publication is available from British Library.

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ISBN 978-0-9935191-5-4

Includes bibliographical references and index.



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London 2017

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INTRODUCTION

The monograph includes 5 sections, each of which is devoted to a specific problem of national economy's sustainable development.

The first section "Evaluation of conformity of agricultural land use of Ukraine to conditions for sustainable development – a part of food security monitoring". On the basis of the method developed by the author, a study on the indication of the economic, ecological and social status of the sustainability of agricultural land use development in Ukraine was carried. Indicators of the Indicator Model for monitoring the sustainability of agricultural land use in Ukraine include indicators of state and dynamics (specific and general), balance and result. The study period covers data for 1985-2015. The existing methods of determining the integral indicator for comparing the land use constancy of the regions of Ukraine are analyzed and the own methodology according to which the corresponding calculations and conclusions are made is proposed by the author. On the basis of the obtained results, the conclusion about conformity of agricultural land use in Ukraine to the requirements of sustainable development is made. The conducted researches allow to estimate the level of fulfillment of the corresponding tasks in order to achieve the goals of sustainable development in Ukraine in 2016-2030, in particular the second goal (overcoming hunger, achieving food security, improving nutrition and promoting sustainable agriculture development).

The second section "Formation of Monitoring Food Security System in Global Dimension". The article investigated the current state of affairs in the monitoring and information provision of the food safety formation's and nutrition's areas in the early stage of implementation of 2030 Agenda for Sustainable Development in Ukraine and in the world. The article highlights the key problems associated with the measurement under monitoring progress towards the second objective of Sustainable Development Goals (SDG 2), which is to eliminate the hunger, food security providing, nutrition improving and sustainable agricultural development. Established key links both between SDG 2 and others SDGs, described the main problems of monitoring of achievements in improvement of food security and nutrition indicators. Established the

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MANAGEMENT OF A SUSTAINABLE DEVELOPMENT OF TOURISM DESTINATION

Introduction. In a market economy, the problem of economic sustainability is relevant for the harmonization of relations between three structural subsystems - human, economics and the environment. Scientific and socio-economic progress has led to accelerated development of tourism. That's why, in places visited by tourists massively, there are serious problems in sphere of ecology, culture and social development.

Particularly, the development of tourism leads to problems relating to the socio-cultural sphere. Tourism has a double impact on culture. On the one hand, it helps to save it, but on the other - it helps to deprive its basis. In many developing countries the local community adapts to the demands of tourists without loss for their religion and culture. Conditions are created in which ethnic models of aboriginal lifestyle can be shown to tourists without interfering in their private lives.

With the development of tourism conflicts in using of such resources like water and land appear. These problems are most acute in coastal zones, where a large part of population is concentrated and where tourist's objects can prevent the development of local fishing and agriculture. For example, in the Mediterranean Sea, where water resources are limited, tourists spend 200 liters of water per day. A serious socio-economic problem of tourist's development is the increase of criminalization (the presence of a large number of expensive tourist's items: cameras, phones, jewelry amidst poor living standard of local population instigate robbery and more serious crimes).

1. The essence and importance of sustainable tourism. According to well-known American scientist H. Daley, the abidance of sustainable development

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interconnected line that is typical for development. As a result of development there is a new qualitative state of the object - due to changes in its composition and structure.

There are two forms of development, between which there is a dialectical connection: evolutionary, that is caused by progressive qualitative changes in the object, and revolutionary, that is characterized by rapid qualitative changes in its structure.

According to discussed terms, development must be static, that is, stable. Stabilization means the sustainability, stability. Stable - does not change, keeps the same composition and size, the same form and value; permanent, lasts forever, continuous; intended for a long time, not temporary. The synonymous of "sustainable" are "constant", "permanent", "continuous", "extended". The term "sustainable" means the constant value in the dynamic series. All of this is contrary to the essence of the development.

The analysis of the terms makes it possible to draw the following conclusions. First, sustainable development does not include manifestations of revolutionary, catastrophic and chaotic changes. Secondly, the sustainability of development is inherent in evolution and ecological correctness. Characteristics of the first suggestion are objective in nature, the second - subjective and dependent on human. The terms "sustainable" and "stable" in the phrase "development" are inaccurate, because in this case, environmentally acceptable evolution must be recorded in a certain statistical level, which is objectively impossible. In this way, the combination of the terms "development" and "sustainable" and "stable" does not fully conform to the concept of "sustainable development", which involves regulating natural and socio-economic processes. The notion of "sustainable development" does not reflect the fundamental principles of balanced economic, social and environmental development, active management of human activity at both local and regional levels, including restrictions. More accurate will be a term "balanced development", that provides a careful dynamic balance between components of the integrative geo- and socio-economic system and preservation of its qualitative characteristics. From an environmental perspective, the definition "harmonious development" will be more accurate. Consequently,

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principles foresees solution of three global economic problems - resources allocation, their distribution and scale of use, each of which is a separate target, and the decision of one of them doesn't mean the solution of others [1, p. 58].

Russian scientist O. Ursul, basing on teachings of V. I. Vernadsky believes that sustainable development as a process "starts" in a post-industrial society, and "finishes" in a sphere of mind [2]. At that point, it can be argued that the process of sustainable development in time has no scopes. The concept of sustainable development allows biocentric (anthropocentric) option to provide the vital needs of society.

Among variety definitions of "sustainable development" the attention is given to one that H. Brundland used in his report, according to which sustainable development is the development that, satisfying current needs, doesn't make a risk that future generations' needs won't be satisfied [3, p. 8]. The basis of this definition is the principle of equitable access to natural resources by different generations.

The scientific analysis about sustainability of tourism's development shows the plurality of interpretations this concept. In Ukraine the definition of "sustainable development" documented in plan of Ukraine's transition concept to Sustainable Development at the state level (1997). It is pointed out that sustainable development is a process of harmonization the productive forces, providing enjoyment of the necessary needs for all insiders, preserving and gradually reproducing the natural environment, creating opportunities to balance its potential and requirements of all ages. The main idea of ensuring sustainable socio-economic development is management of natural resources flows, because they are the most important and valuable component of tourist's resources, providing conditions for both production tourism's activities and directly tourists.

In the philosophical encyclopedic dictionary it is noted that development is irreversible, logical and directed changes in material and ideal objects [4, p. 207]. The simultaneous combination of these three properties separates development from other changes. The reversibility of changes describes the operation processes; the absence of patterns is typical for accidental processes of a catastrophic type; in the absence of direction changes cannot accumulate, and therefore the process loses only

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harmonious and balanced development provides a certain type of balance, that is one between its socio-economic and natural components, and it's best to defined it as sustainable development.

The term "sustainable development" (continuous, integrated, ecological) - is a such necessary development option in which economic, environmental and social goals are balanced and integrated, and the economic growth do not exceed the rates of natural resources' reconstruction, with the main indicator of such development that is considered to improve the quality of life [5, p.99].

The challenge of attainment the sustainability is to make the increasing of total funds amount, and bigger development potential for succeeding generations. Depending on the way to attainment this goal, there are concepts of low and strong sustainability.

Management of sustainable development should be considered as a dynamic process of changing tourists' destinations. There is no universal model that is suitable for all processes. However, there are numerous factors that can contribute to successful and viable tourism policy in all regions, regardless of their form or size. It should also be remembered that the different regions have different financial capabilities and political competence.

"The rules and principles of sustainable tourism development can be applied to all forms of tourism and types of accommodation, including mass tourism and other tourism products. Sustainable principles relate to the prerequisites and sustainable development prospects of ecological, economic and socio-cultural aspects of tourism development. It is necessary to balance these three aspects to achieve long-term sustainability" (UNWTO, 2004).

The concept of sustainable development enables an opportunity to provide management comprehensiveness and unite economic, social and environmental goals into it. Economic goals are formed on the basis of the maximum flow of funds' income theory, which can be attainment if the total capital is preserved, by which this income is generated. The essence of the sustainable tourism development concept includes two interdependent key notions:

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1) the notion of needs, including priority, needed for the poorest people, generally through the social forms of tourism. At the same time, in tourism the economic, social and aesthetic needs of man are revealed;

2) the notion of resources limitations, which lies in ability of the environment to meet the present and future needs of mankind. A key part of the sustainable development limitations is the natural environment. However, for tourism there are such component limitations as economic, culturological, social – which are determined by the organization of society, the state of technology, the level of culture and public education.

The sustainability is considered to be strong, when resources do not only decrease, but also increases their value.

In Ukraine the definition of "sustainable development" documented in plan of Ukraine's transition concept to Sustainable Development at the state level (1997). It is pointed out that sustainable development is a process of harmonization the productive forces, providing enjoyment of the necessary needs for all insiders, preserving and gradually reproducing the natural environment, creating opportunities to balance its potential and requirements of all ages [6].

In world practice, there are three main links in the mechanism of tourism sustainable development – these are steady destinations, sustainable business and responsible tourists [7]. Primary, sustainable development of destination foresees the construction of the tourism management process at the territory of the destination. Local authorities' management includes planning and management of tourism development, ensuring the related infrastructure, visitors' management, marketing, information support, business support, standard-setting and monitoring of their implementation.

The second mechanism for tourism development lies in the involvement of the tourist industry to the process of sustainable development. Priority scopes of work should be preservation and restoration of the environment: waste minimization; involvement of staff, customers and public to resolving environmental problems. A tourist can also affect the sustainable development of destination, either directly,

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Consequently, ecotourism is a natural-oriented sustainable tourism (the natural orientation is determined by tourism's demand characteristics, and sustainability – by economic benefit of supporting the quality of the environment).

According to the definitions of the WTO, the International Union for the Conservation of Nature (IUCN), the International Ecotourism Society, and the World Wildlife Fund focus on the environmental orientation of ecotourism. In this way, ecotourism - is all forms of tourism, in which the main tourists' motivation is monitoring and communication with nature, and which contribute to the preservation of the environment and cultural heritage, with minimal influence on them.

Ecotourism contains three compulsory components:

- nature cognition;
- preservation of the ecosystem;
- respecting for the interests of the local population.

Accordingly, the main functions of ecotourism are: recreational, environmental, educational, pedagogic, health-improvement, socio-economic (improving the life quality of the local population, creating jobs, etc.).

The most promising and popular types of ecological tourism are: scientific tourism; tours for recognizing nature; adventure tourism ("difficult ecotourism", because the need for adventure prevails over nature conservation), travel to natural reserves, rural tourism.

Together with the diversification of ecotourism activities, the process of approaching ecotourism to other types is observed – beach holidays, cruises, business trips, which also include eco-excursions. That's why the boundaries of ecological tourism are gradually blurred.

A new promising activity in the sphere of sustainable tourism became a geotourism at the national and European geoparks - territories with unique geological objects that carry information about the development and features of the Earth's crust. An important goal of geoparks is to attract the local population to the sustainable use of landscapes' benefits, their conservation and development.

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through its own behavior, or indirectly, through the choice of those tour operators and other providers' services, that adopt methods for the tourism sustainable development.

There are several ways to evaluation of tourism development sustainability in the world, which differ in the direction of the implementation results. Let's analyze the approaches of the most famous world experts - the Assembly of European Regions and the Center of Destinations' Sustainability, which co-located with Global Tourism Council on United Nations tourism sustainability issues.

The GSTC (Global Sustainable Tourism Council) is based on four groups of rates that are assessed by 75 criteria and which ideally have to be met [8]:

- 1) demonstration of sustainable destination management;
- 2) maximization of social and economic benefits for local communities; and minimization of negative influence;
- 3) maximization of benefits for local communities, visitors and cultural heritage with minimal impact;
- 4) maximization of benefits for the environment and minimization of negative impact.

The development of indicators for sustainable development, including for the tourism industry, is an integrated, prized procedure that requires a large amount of information, which is often difficult to obtain, and sometimes impossible. These and other problematic issues require further elaboration at the international and state levels.

2. Ecological tourism as a successful practice of sustainable tourism.

Ecological tourism is the most successful example of implementation of the principles of tourism sustainable development. The World Tourism Organization defines ecotourism as a control form of natural tourism. It is one of the most dynamic sectors of the tourism industry now. Its growth, according to UNWTO, represented from 5-7% per year. There are three basic principles of this type of tourism development:

- part of the revenues, derived from the tourists' services, remains and aims at the nature conservation;
- strict adherence to environmental requirements;
- a trip is organized for research purposes.

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The idea of popularization the unique European geotops was implemented in 2000 by the leadership of four geoparks - geological reserve Haute-Provence in France, Petrified Forest of Lesbos, Vulkaneifel in Germany and Cultural Park Maestrazgo in Spain signing of the agreement on creation the European Network of geoparks. Since 2004 this program received support from UNESCO. This network is a forum for sharing knowledge and experience. Protection of geological and landscape heritage - their main mission. The main activities of geoparks include environmental education, training and development of natural sciences research.

In order to establish the mainstream development of any tourism activity, it is necessary to conduct, study, evaluate and provide appropriate documentation of possible environmental impacts. Environmental certification is carried out with aim to creating a legal-economic mechanism for implementing the entitled of citizens to a safe environment, that enshrined in the Ukrainian Constitution. Generally, an environmental passport is an official document that is being developed to ensure the state registration of objects that have a harmful influence on the environment, to control environmental safety, prevention and elimination of negative impacts [9,10].

Ecological passports need to be developed for all economic objects, tourists' areas, objects of international, national, regional and local significance, which will allow conducting environmental assessments, audition and monitoring more effective. Unfortunately, an ecological certification's state of tourist facilities is unsatisfactory in Ukraine. Another problem is the lack of a legislative framework for obligatory ecological certification of tourist territories, which in turn deprives the ability of specialists to anticipate and prevent the emergence of excessive man-made pressures caused by tourism activity timely, and to carry out appropriate planning and organizational measures for the tourism development.

3. Principles of sustainable development of tourist destination.

The popularity of most tourist destinations is based on the purity of the environment and the identity of the local culture. Therefore, following the basic principles of sustainable development, tourist destinations can expect to the success in tourism development.

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In 2004 the World Tourism Organization formulated the concept of sustainable tourism development, the main points of which are: "The rules and practices of sustainable tourism management can be applied to all types of tourism and directions, including mass tourism and various niches of tourists' segments."

The principles of sustainable development of tourist destinations include environmental sustainability, social and cultural sustainability, and economic sustainability.

Recognition of the tourism principles of sustainable development means the following:

1. According to the principle of environmental sustainability:

- ecological sustainability, as the tourism development that is based on supporting the basic environmental processes, biological diversity and biological resources;

- social and cultural sustainability, that provides such state in which development is combined with the preservation of cultural values and traditions, as well as the local identity;

- economic sustainability, which ensures economic viability of development and a state in which the chosen method of resource management makes it possible for them to be used by future generations.

2. According to the principle of social sustainability:

- caring for the local population and preservation of steady social and cultural situation in the destination. It is necessary to increase the attractiveness of employment in tourism, improving working conditions, enhancing the ability of career advancement, providing opportunities for education and further training;

- accessibility of tourist services to all citizens, including socially vulnerable groups of the population. Social tourism contributes to the reducing of seasonal demand and supports sustainable year-round employment. During the designing and constructing ways of accommodation, catering, entertainment, transport infrastructure, wherever possible, the features and needs of people with disabilities should be taken into account.

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to the principles of sustainable development; measuring progress in achieving sustainable development at the local level; partnership [11].

In the same document a significant place is devoted to ecological management as an important priority of management activity in all spheres of economy. Environmental management in tourism is defined as the organization and processes' management which are aimed at the implementation of environmental goals, projects and programs in tourist trips, excursions, tourist complexes, zones and recreational areas. The system of environmental legislation and control over the fulfillment of its requirements are formed by: environmental act (1990); Standard of ecological management systems BS7750 (1992); ISO 9000; Environmental Management and Audience Schemes (EMAS) (1995); ISO 14000.

The international organizations that make a significant contribution to the promotion of the ideology of sustainable tourism development included:

1. United Nations (UN) and its structures – UNESCO, UNEP (United Nations Environment Program), UNDP (United Nation Development Program), IUNC (International Union for Nature Conservation);

2. International organizations that finance the programs of the environmental tourism development - the World Bank for Reconstruction and Development, WWF (World Wide Fund for Nature), Global Environment Facility;

3. Specialized ecotourist's organizations – International Community of Ecotourism (USA), Community Promotion of Adventure Tourism in the USA, World Tourism Organization.

Monitoring tasks:

- collection and analyzing the environmental- economic information about the state of the territory, that acts as the object of tourist's interest;

- preparation of a cartographic geoecological basis of monitoring – allocation of objects and key sites for conducting the monitoring observations;

- systematic collection of primary environmental information which characterizes objects' state;

- building the information database, obtained on regular observations.

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3. According to the principle of economic viability:

- increasing the effectiveness of the tourism resources using through the implementation of innovative resource-preserving technologies and materials, reduction costs by reducing energy, water consumption and amount of waste;

- improving the quality and competitiveness of the tourism product. The use of new environmentally sound technologies in the pursuit of tourism can be a powerful argument in the global tourism market's competition;

- the management of tourist flows in order to reduce the pronounced seasonality. the expansion of the tourist season, more effective distribution of tourist flows, both in time and space, is undoubtedly beneficial not only from the environmental, but also from an economic point of view;

- developing and application of various activities which aimed at improving the certification and labeling of tourist services and products. The development of a certification system for enterprises, that applying sustainable development approaches, provides additional competitive advantages in the world market.

There are factors that stimulate the tourism industry to evolve according to the concept of sustainable development. These factors are: increasing regulatory pressure; growing awareness of cost reduction when appropriate resources' consumption; tourist services' organizations aware that environmental quality is a necessary indicator of competitiveness; government and organizations' understanding that tourism development has a negative impact on the environment; growing public awareness about the possibilities of influencing on tourism policy; priority directions of sustainable tourism development.

In the "Agenda 21. For the travel and tourism industry" nine priority directions of the national tourism administrations work were identified: evaluation of the compatibility of the existing tourism infrastructure with a view to ensuring sustainable tourism; evaluation of economic, social, cultural and natural components of the tour companies' development; education and public understanding of sustainable development processes; information exchange; developing tourism products according

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The monitoring program must definitely include surveillance about the state of main components of the natural complex that being visited by tourists, and which is affected by excessively tourist flows, namely:

A) soils (compaction of soils, development of erosion processes, loss of fertility, weathering, etc.);

B) water resources (drinking water pollution, algal bloom, decreasing of species diversity);

C) ambient air (monitoring of pollution from mobile and stationary sources);

D) greenery (decreasing of flora species diversity, mechanical damage of trees and shrubs);

E) wildlife (decreasing of fauna species diversity and reduction of population size), etc.

Based on monitoring results and general environmental assessments at the end of each tourist season the administration of the region and the management of tourist facilities must make appropriate management decisions that include:

- regulation, stabilization or increasing the allowable tourists load, its distribution by seasons, months per year;

- correction the terms of tourist season;

The ways and areas of ecologization the tourist activities are:

- planning of measures for the prevention or elimination of the violations, liquidation of the negative consequences of tourism activity, improvement the sanitary state of the territory, restoration of natural resources;

- amendment in the program of excursions activity of tourists (in case of its significant impact on the NPC).

Ecologization of the main types of tourism lies in:

- rational use of natural, historical, cultural and tourist resources;

- determining the allowable tourist loads, the number of tourists within separate tourist zones;

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- limiting the development of tourist products with a negative effect on the environment, introducing alternative, environmentally-directed types of recreation (ecological, rural, green and agrotourism) into practice;

- informational and educational support for the creating the new "ecotourism" tourists' consciousness and locals through the development of the relevant infrastructure (visiting centers, educational centers) and extensive publishing activities (image brochures, maps, guides, etc.);

- environmental certification of tourist facilities and territories;

- strengthening managerial control over the organization of tourism activities.

4. The concept of allowable load. The concept of sustainable development is inextricably linked to the concept of allowable load, which is based on determining the bandwidth of the territory.

Allowable tourist load is maximum load (that is, the number of tourists, tourist traffic), which can be taken by a tourist area (or a specific tourist object) without any damage of local resources, without negative impressions and deterioration of tourists health from travel and the creation of environmental, socio-economic problems at local public [12].

The bandwidth is that maximum load that a tourist object can withstand without serious damages of local resources, negative impact on travel impressions and without negative impact on society, economy and culture of this region.

Craig Lindberg, in his book "The policy which aimed at ensuring the maximum positive results in sphere of environmental protection and economy as a result of the natural tourism development" divides the bandwidth into three types:

1) ecological – is that level of attendance, the excess of which is associated with the occurrence of unacceptable environmental consequences or as a result of the tourists actions, or as a consequence of the functioning of the service infrastructure;

2) tourist social – this level of attendance, exceeding which leads to a deterioration of travel impressions as a result of excessive influx by tourists;

3) local social – this level of attendance, the excess of which leads to negative consequences for the local culture and the relationship with tourists.

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The bandwidth depends on many factors and has its own specifics in countries with strong economy and in the developing countries. In countries with a well-developed and well-diversified economy, tourism can play a significant role in economic development, but not to be a determining factor for it and not to exert such a strong influence on the developing countries.

According to the UNWTO classification, developing countries relate to countries that hosting tourists mainly from industrialized countries. The specificity of tourism development in developing countries lies in point where national (domestic) tourism is practically absent, and the tourism industry in them is definitely aimed at satisfying external demand. In the 60's and 70's, tourism development in developing countries was seen as a "miraculous chance" of solution the most acute socio-economic problems. It was assumed that by supplying the recreational resources to the world market, developing countries will be able to quickly obtain currency, create new jobs, diversify and modernize the economy. However, in some countries, the tourist bandwidth has been below real load and there have been some negative consequences – economic, social and environmental.

Of course the ecological status of tourist destinations is the leading point in determining the allowable load. Numerous tourists' surveys suggest that among the motives of a tourist trip, the aspiration of people to communicate with nature is increasingly being put forward.

Our scientists developed the standard of loading for various natural objects and complexes, according to which the anthropogenic damage is absorbed due to their assimilation potential (Table 1).

According to preserving all types of tourist resources and to prevent serious environmental problems it is necessary to calculate the bandwidth of all monuments and tourist objects. Such calculations allow to limit tourists' access to protected natural objects (parks, nature reserves, etc.), as well as in museums, galleries, cathedrals, temples, etc.

In order to assess the bandwidth of a tourist destination, the following indicators are required:

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- physical (or environmental) bandwidth – limiting the maximum number of visitors that can be located in this territory. By this limit, the cultural and historical environment is destroyed by the influence of tourism.

- the economic bandwidth – the limit over which profit indicators are falling, and this placement becomes less attractive to visit.

- social bandwidth – the number of visitors that the territory can take without adversely affecting other socio-economic activities that support its existence.

Table 1 Norms of recreational loading to natural complexes

Natural complexes for recreation and tourism	Norms of loading	
	Unit of measure	Rate
Suburban recreational areas	m ² /person	80
Dry pinewood	person/ha	0,5-1
Broadleaves rainforest	person/ha	3-6
Grasslands	person/ha	5-10
Coastline of lakes or ponds with running water	m/person	5 (children - 4)
Sea beaches	m/person	5
Sea beaches in the institutions for patients with tuberculosis and with <i>musculoskeletal disorders</i>	m ² /person	12
Water area for sea (river) basing	person/ha	300-500 (certain sources – 2000 ths.)
Water area for stagnant water basing	person/ha	1000
Water area for motorboat rides and water skiing	person/ra	0,5-1

Source: based on [13]

The fall of the tourist product quality, in the end, leads to a decline in tourism. Therefore, the specific ecological characteristics of each tourism project should be thoroughly analyzed to determine its bandwidth. Based on the analysis, the most optimal option and level of development that is possible under the given conditions are selected.

The notion of bandwidth needs to be taken into account in the three stages of tourism management, namely:

- development of tourism policy;

- detailed studying the state of tourism;

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- control over the implementation of the measure.

The consistent indicator of sustainable balanced development of tourism in the region, the country is the potential that in terms of recreational and tourist resources means the maximum possible number of visitors (tourists) for a certain period of time (year, season, month, day), which will not harm the state of tourist resource (object), the environmental, will provide the necessary level of comfort for tourists, will not violate the established way and living conditions of the local population. It worth considering that in case of excess of the destination potential, various risks arise (from which, incidentally, nobody is insured in Ukraine today), among which the following are considered by the main ones:

- ecological (deterioration of the environment);

- destructive (destruction of tourist resource (object));

- medical (deterioration of tourists health);

- security (aggravation of their safety problems), etc.

The potential of the destination can be significantly increased with the help of artificially created tourist objects.

From the basic model of sustainable tourism development it is clear that its main component - a flows of tourists who arrives at the location of tourist resources. These flows are very diverse in the composition of tourists, their needs, routes (destinations), financial opportunities, etc. In a place of consumption of tourism services (on a tourist site), tourist flows can be determined using such unified indicators as:

1) the power of the tourist flow (the number of tourists for a certain time);

2) the intensity of the tourist flow (the number of tourists for a certain period of time);

3) the density of tourist traffic (the density of tourists per square kilometer of recreational area at a certain time);

4) the rhythm of the tourist flow (its receipt through certain periods of time).

Determining the potential of the tourists inflow to the region, the country should also distinguish between its varieties, such as project, forecast and actual.

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The project flow of tourists is the maximum possible (admissible) of its value, in our opinion, determined by the logistic potential of the tourist resource (it should be indicated in the recreational passport of the resource object).

The prediction of tourists flow is based on marketing researches for the current year (as well as season, month, day). It is clear that it should not exceed the corresponding project flow.

Actual may differ from the predicted, usually as a reduction because of different force majeure facts.

CONCLUSION

Therefore, according to adhering the basic principles of the sustainable development concept, it should be assessed the nature and intensity of the tourism impact, make environmental inspections, take into account the bandwidth on the environment, optimize resource consumption, invest in new technologies. The achievement of sustainable tourism development is a continuous process that requires constant monitoring of environmental impact by introducing, if necessary, appropriate preventive or corrective measures.

Following the path of tourism sustainable development, it becomes possible to reduce the negative effects of the development from tourism industry and maximize the effective use of positive effects from tourists' activities.

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This research was partially supported by PO "Center of European Enterprises". We thank our colleagues from Center of European Enterprises who provided insight and expertise that greatly assisted the research, although they may not agree with all of the conclusions of this paper.

